September 27, 1997

TO: **RJR ACCOUNT MANAGERS - WAM DISTRIBUTORS**

SUBJECT: **1997 WAM PROMOTION PROGRAM**

We have again signed an agreement with WAM to make available our 1997 National Monthly Work Plan Promotions to WAM contracted retailers. However, as in 1996, we will not make available to any PM exclusive account.

We will provide (13) promotions (no promotion for March and (2) promotions for April and August).

Again, we have asked the Area Managers of Operations to coordinate with you the required allocations for your accounts. You will be requested to return by mid-October. Please work closely with your accounts to establish realistic allocations. You should be setting objectives on an ongoing basis and reviewing the results. I am reviewing the results with WAM Headquarters each quarter.

Should you have any questions, please feel free to contact me at extension 7889.

Bruce

B. D. Hatter

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cc: J. J. Ellegate
D. P. Fitzgerald
J. T. Odom
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